

## **“Atlanta Transit Implementation Board” Concept – TPB Regional Governance Structure *DRAFT***

The TPB staff was instructed at the August Board meeting to develop a regional transit governance strawman based on the principles that were developed and refined during the board work session. The strawman has attributes taken from the Seattle Sound Transit governance structure, Chicago Regional Transportation Authority (RTA) and other attributes developed by TPB staff. The Transit Planning Board, as it is currently constituted, will sunset following its final meeting in December of 2008.

The primary guiding principle for the development of the strawman is the concept of a governance structure that is evolutionary rather than revolutionary. It will be a structure that initially is focused largely on issues on a “going forward” basis with a focus on expanding the transit system through major capital investments. The existing transit institutions (i.e. agencies, operators and local governments involved) remain as they are without impact to their **existing** operations, funding (local and federal formula) or governing body authorities. The governance structure forms the framework within which investment decisions can be made with **new** funding. The focus of the board will be the implementation of Concept 3.

In addition to a strong public participation focus, there are three primary constituents for the Board – the local and state governments, the signatory agencies to the quad-party agreement (ARC, GDOT, GRTA, MARTA) and all of the transit operators, to include the smaller shuttle operators such as the Atlantic Station Shuttle, universities, Community Improvement Districts, etc.

### **Structure and Functionality**

The newly constituted evolution of the TPB, presumably starting in early 2009, will have similar functionality to the TPB but will formalize the structure with a few additions and a new focus on implementation and funding. It will remain a small collaborative entity that will rely on inter-agency staffs and resources for much of its work. This is in response to the board stated desire not to implement a new bureaucracy and to continue fostering inter-agency cooperative relationships. Given the evolutionary nature of this structure the intent is to design a base for a governance institution that can assume much larger roles through increased authority should new sources of funding get allocated, major capital projects get implemented or new regional services instituted in the future. The evolution of the governance structure to assume new authorities and responsibilities will be linked to its successes.

This primary function of the “Atlanta Regional Transit Implementation Board” is a planning/new funding allocation function. It includes several discrete functions:

- Lobbying efforts related to funding and implementation of Concept 3
- Continued public involvement and education regarding transit in the Atlanta Region, Concept 3 and general support of efforts for funding, particularly in support of a referendum
- Programming of projects within Concept 3

- Identification of project sponsors for the investments proposed in Concept 3
- Fostering of innovative implementation and procurement practices for Concept 3 (such as PPI, etc.)
- Development of a unified state and federal transit legislative agenda including prioritized appropriation requests
- Ongoing updates and revisions of Concept 3 on a standard transportation planning “3C” principle basis – continuous, comprehensive and cooperative

Within this framework and its primary focus on implementation of Concept 3, the governance structure will have responsibility for several additional secondary functions that have either been initiated under the TPB or have been identified by the TPB as functions desired for further regional successes in transit. **This activity is focused on seamless customer centric service planning.** Since the TPB will have defined the future transit network and a governance path for its implementation the focus of the new structure will shift to advocating for new funds for its implementation at all levels (local, regional, state and federal) and programming decisions for implementation. These additional functions for the new structure include:

- Regional Service Coordination including facilitating regional agreements for integrated services, regional “back office” agreements for items such as bus maintenance, joint procurements, vehicle standardization, facilities planning, joint service planning, etc.
  - Human Services Transportation (HST) and paratransit service coordination and integration
  - Customer information and communication coordination, such as regional system maps, inter-agency communication protocols, travel training programs, etc.
  - Fare coordination and new regional fare policy – further development of the Breeze Fare Collection System at the regional level
- Regional data collection and dissemination through publishing of regional ridership data and other statistics to the public with an eye to establishing a future public performance monitoring system for regional transit, both for service and implementation performance tracking
- A public involvement group that will be given a very clearly defined mission and set of tasks related to establishing public trust and feedback loops for the implementation of Concept 3, attracting new funding and improving regional transit services – this group will become the network of grassroots advocates for the funding and implementation of Concept 3 and will be eventually linked to the performance measurement group
  - Ensure accessible meetings (time and location and broadcast and publishing of meetings)
  - Maintenance of the web site to include current meeting materials and meeting video stream archive
  - Ongoing education and public involvement
  - Ensure transparency of board actions, information and decision-making

## Existing Planning and Implementation Process

The new governance structure will fit within the existing MPO process. It will be responsible for clarifying the process for which transit projects are advanced into the RTP and TIP (STIP) development process as governed by the Quad Party agreement for transportation planning in the Atlanta Region. It will advance a slate of projects into the MPO process for consideration, in addition to setting the context for a universe of projects (Concept 3) which become the framework for long range investment planning from which projects are programmed into the slate. The attached diagram illustrates how the Board will work to feed the MPO process. The Board will use existing frameworks for implementation but will set and measure performance standards when a project is assigned to a sponsor.

Additionally the Board will have formal relationships with regular board reporting on the activities of several regional committees and groups to include:

- ARC Transportation and Air Quality Committee (TAQC) – the MPO process
- ARC Transit Operators Subcommittee – federal formula funds distribution and designated recipient functions
- Regional Breeze Committee – fare media implementation and fare coordination
- Service Coordination Council

The Board is designed to form the framework for new transit funds for the region. As such it is designed to evolve into a full-service planning, project programming, implementation oversight and public accountability agency to support transit infrastructure implementation. It will be a framework that will evolve as needed, and will work closely with, and on behalf of the three constituents as described earlier. In its initial start-up phase it will likely concentrate on continued public education and legislative education and advocacy efforts. As it becomes clear what the funding/referendum framework will be, the Board will work in a public education/marketing function. Finally after new funding is appropriated it will activate its performance monitoring functions for the projects and services for which new funding is appropriated. **The Board will ultimately be constituted through codification in Georgia Statute.**

## Board Composition and Identification (Public Branding)

The Board governance structure will require a branding exercise both for the name of the entity, the public name of the entity, the name of the program (Concept 3) in order to facilitate the strong public identification with the entity, the plan and especially the accountability for new funding related to new services and infrastructure.

In the early constitution of the Board will be the same board members as the TPB is presently constituted. As it starts to evolve over the course of the next 24 months there have been several guiding principles that have sparked strong interest and discussion regarding board composition. These principles will form the basis for the discussion of the long-term board composition:

- Representative weighted voting – several models could be used and/or combined for influence allocation such as population, funding contributed, service provided, service consumed, etc.

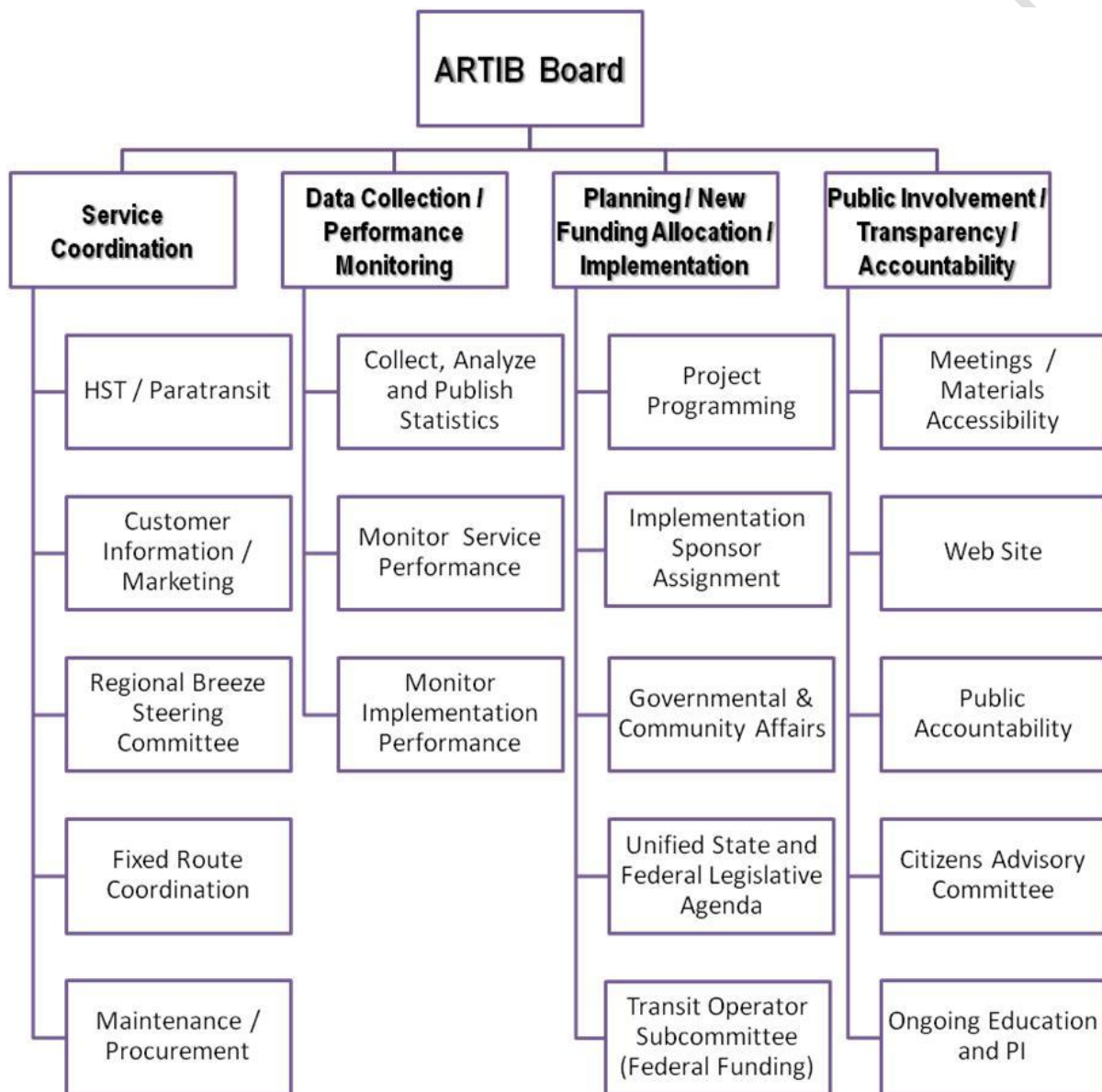
- “Pay to Play” function where members of the board are either contributing or in a “good faith” position to contribute in the immediate future through a defined process
- Adoption of the Board governance and program (Concept 3) through formal action will be required for an entity to sit at the table

### Timeline for Implementation

The “Atlanta Regional Transit Implementation Board” initiation schedule is as follows:

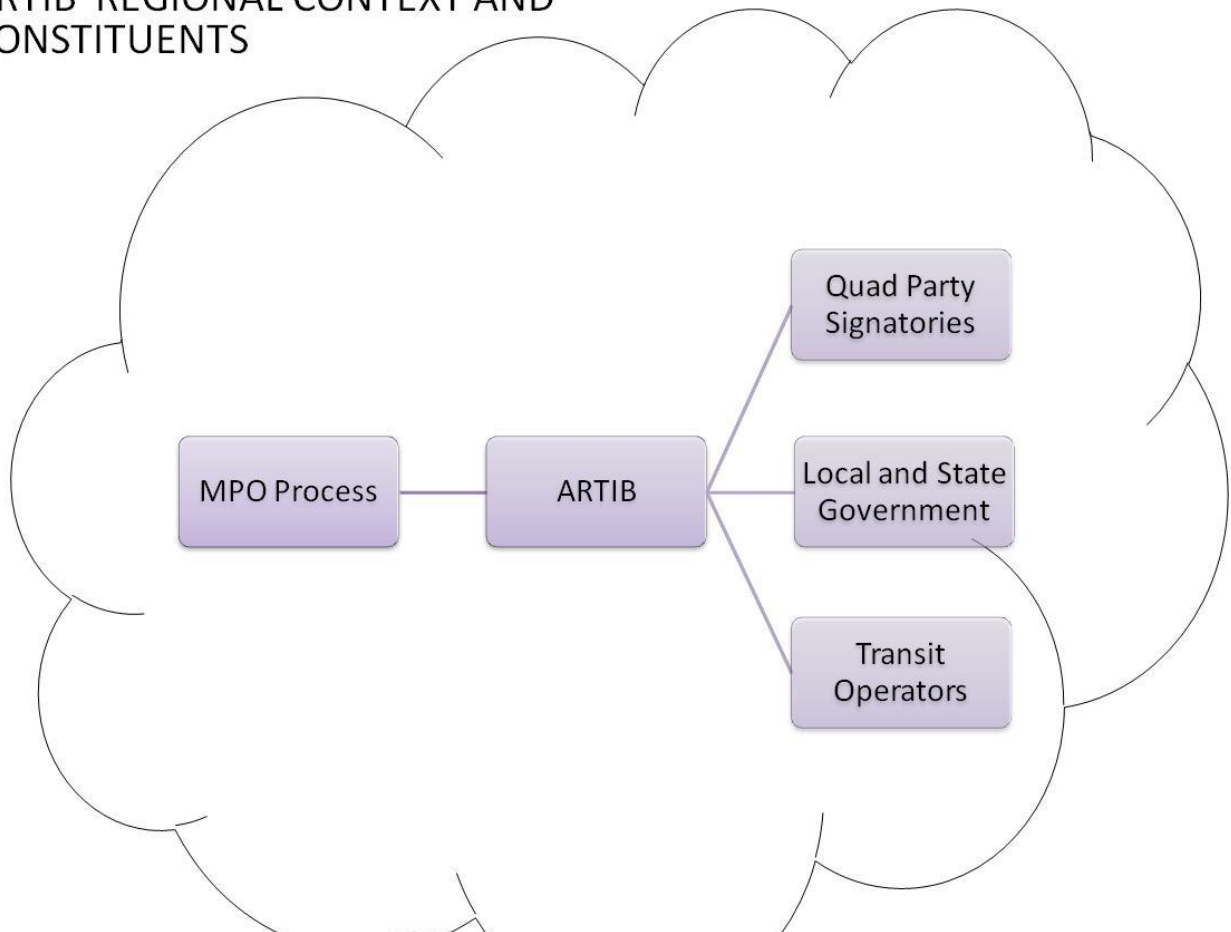
1. October TPB meeting – consensus on “Atlanta Regional Transit Implementation Board” framework governance structure (this document and accompanying resolution)
2. November TPB meeting – start implementation process for interim “Atlanta Regional Transit Implementation Board” through action of ARC Board Chair establishing Committee of current TPB Board members – *note this is an **transitional** step to establish the organization, keep the focus and momentum, and allow time for formal constitution*
3. December TPB meeting – sunset of TPB and wrap-up – final approvals if needed
4. January 2009 and beyond – “Atlanta Regional Transit Implementation Board” established and process started to formally evolve into a constituted entity, organization is immediately involved in transportation funding advocacy and education as it relates to Concept 3 and transit

## **“Atlanta Regional Transit Implementation Board” Functional Framework Diagram**



## Regional Context and Constituents

### ARTIB REGIONAL CONTEXT AND CONSTITUENTS



# Atlanta Regional Transit Implementation Board Functionality

